

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT ASSOCIATES, INC.

Ad. No. 12469—Plain Filter—Reg. No. 34577—9 x 12 inches—B&W—International Trade, 1974 (A)

Printed in U.S.A.



**You sell more if you  
stock **both** the 2nd and 3rd  
best-selling plain filters.**

The second best seller among all plain filter cigarettes in the U.S. is Marlboro in the Flip-Top® Box.

And the third best seller is Marlboro Soft Pack.

Marlboro had the largest growth of any brand in the country. Sales were up another 12.0% (\$4 Billion Units) in 1973.

Plain filters account for 54% of all cigarette sales.

So, if you're not stocking both the second and third best sellers in this best-selling category, you're missing sales and profits every day.

Ride 'em both, partner.

**Philip Morris**

SOURCE:  
The National  
Cigarette Association, New York Report,  
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